

The Impact platform

Impact is an online platform for Community Rail Network members that allows you to track, record and report on your community rail activities as well as use a survey function to consult on key issue or collect feedback.

We think using the Impact platform will be useful for:

- Showing how much you do and the difference you have made
- Capturing data and feedback in real-time, whilst out and about
- Collating evidence for funding bids and communications
- Reporting to funders and partners
- Prioritising activities to maximise impact

The logo for the Impact platform, consisting of a white circular icon with a dot in the center, followed by the word "IMPACT" in white, bold, uppercase letters on a blue rectangular background.

The Impact platform

- The platform is ready to use with some common community rail activities for both CRPs and station adoption groups to use
- Bespoke activity logs, tailored to your work, can be easily created for your group
- Pre-set activity logs can be removed from view so that you only see the activities you are working on
- Surveys, polls and consultations can be carried out using the survey function
- Surveys can be analysed and results shared



Creating an Impact account

- [Read the FAQs.](#)
- Contact impact@communityrail.org.uk to request a user agreement.
- Once you have returned your signed user agreement we'll issue log-in links to the email addresses you have given.
- Users need to click on the link in the email and follow the instructions to create their own password and account.
- Accounts are linked together by organisation so you'll be able to see the Impact logs for other people in your organisation.
- Accounts are available to  members only



Getting started

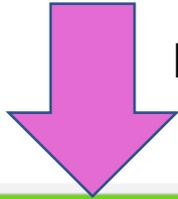
- Your account will have access to some activity logs. You may want to use some of these or you may want to use bespoke logs created for your own projects
- Have a go at tracking activity to see how it works and what it looks like. You can delete any logs, made under your own name, that you don't want to keep. Contact impact@communityrail.org.uk to delete logs made in your organisation's name.
- Log in on your tablet/smart phone to see what it looks like when you are out and about. You can log onto app.impactreporting.co.uk/login via your web browser.
- Have a discussion about how Impact might work for you in your group/organisation. There is potential for capturing evidence in real time. You can upload pictures and capture peoples feedback .



Home Page



Press the IMPACT logo to get back to this home page at any time



A screenshot of the IMPACT web application home page. The interface has a green top navigation bar with the IMPACT logo and menu items: Activities, Surveys, Goals, Reports, Users, Beneficiaries. On the right of the navigation bar are a settings gear, a user profile icon, the Community Rail Network logo, and a "Guidance" button. The main content area has a blue background. It displays a welcome message: "Welcome back Alex Peel" and "What Impact have you been making?". Below this is a white form with a dropdown menu labeled "I've helped with..." and a blue button labeled "Add Details...". A pink arrow points to the dropdown menu. To the right of the form, yellow text says "To log an activity type in a key word then click 'Add Details'". At the bottom of the page, there are two white boxes: "Pledge to join an activity" and "Recent Activities". A pink arrow points to the "Recent Activities" box.

To log an activity type in a key word then click 'Add Details'

I've helped with...

Select an Activity

Add Details...

Pledge to join an activity

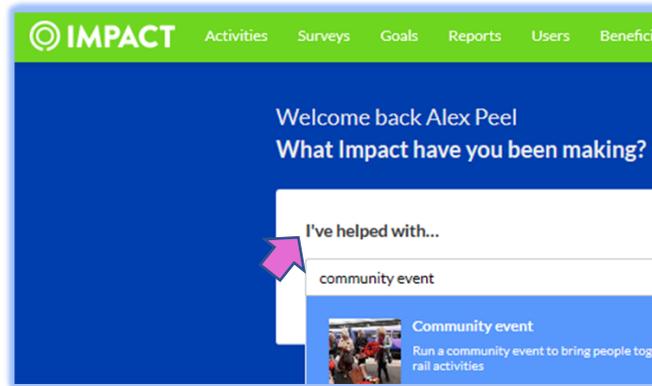
Recent Activities

Activities you've already logged already will be shown here.

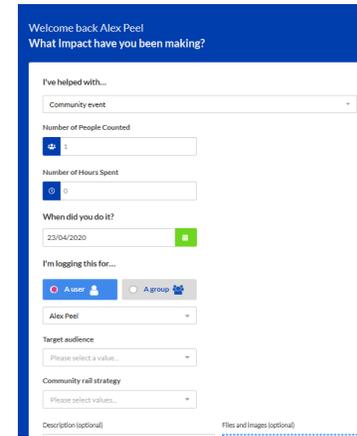


Two routes to logging activities

1

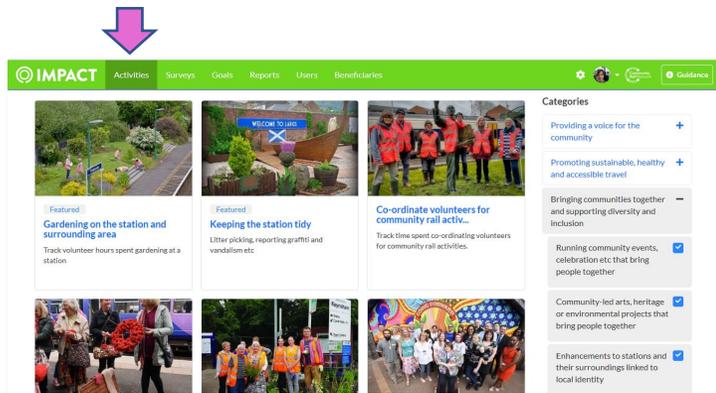


Home page
(search bar)

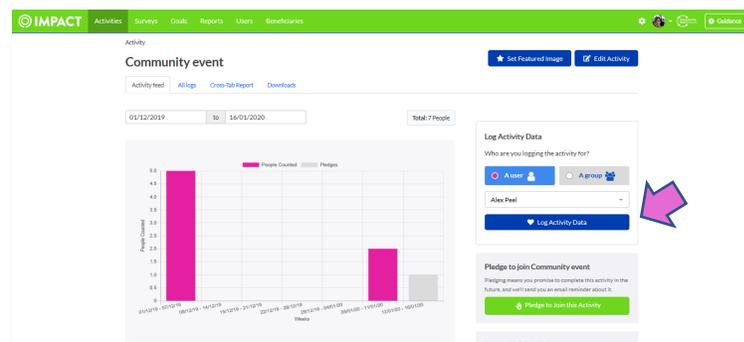


Activity log

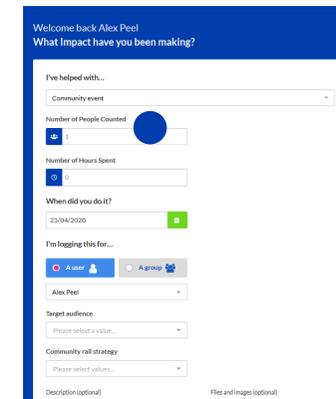
2



Activity menu

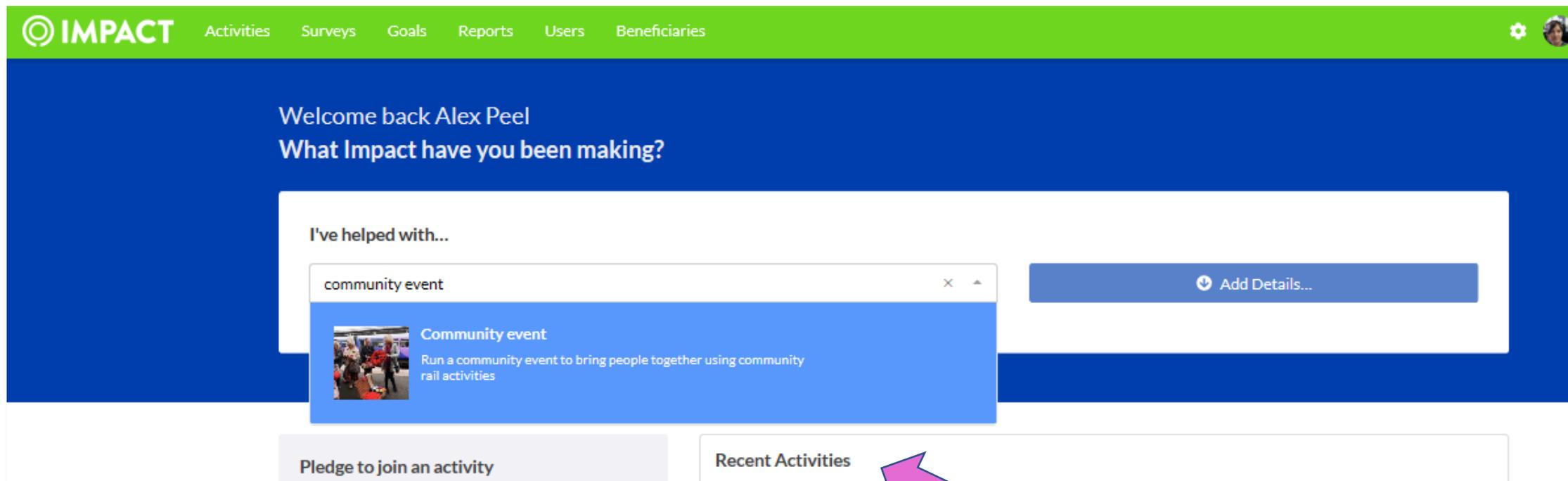


Activity summary page



Activity log

Finding activities from the home page



The screenshot shows the IMPACT web application interface. At the top, a green navigation bar contains the IMPACT logo and menu items: Activities, Surveys, Goals, Reports, Users, and Beneficiaries. A user profile picture and settings gear are visible in the top right. The main content area has a dark blue background with the text "Welcome back Alex Peel" and "What Impact have you been making?". Below this is a white search box titled "I've helped with...". The search box contains the text "community event" and a dropdown menu is open, showing a search result for "Community event" with a description: "Run a community event to bring people together using community rail activities". To the right of the search box is a blue button labeled "Add Details...". At the bottom of the page, there are two buttons: "Pledge to join an activity" and "Recent Activities". A pink arrow points to the "Recent Activities" button.

Activities you've already logged already will be shown here.

Use the search bar to type in a few different keywords to see what results come up.



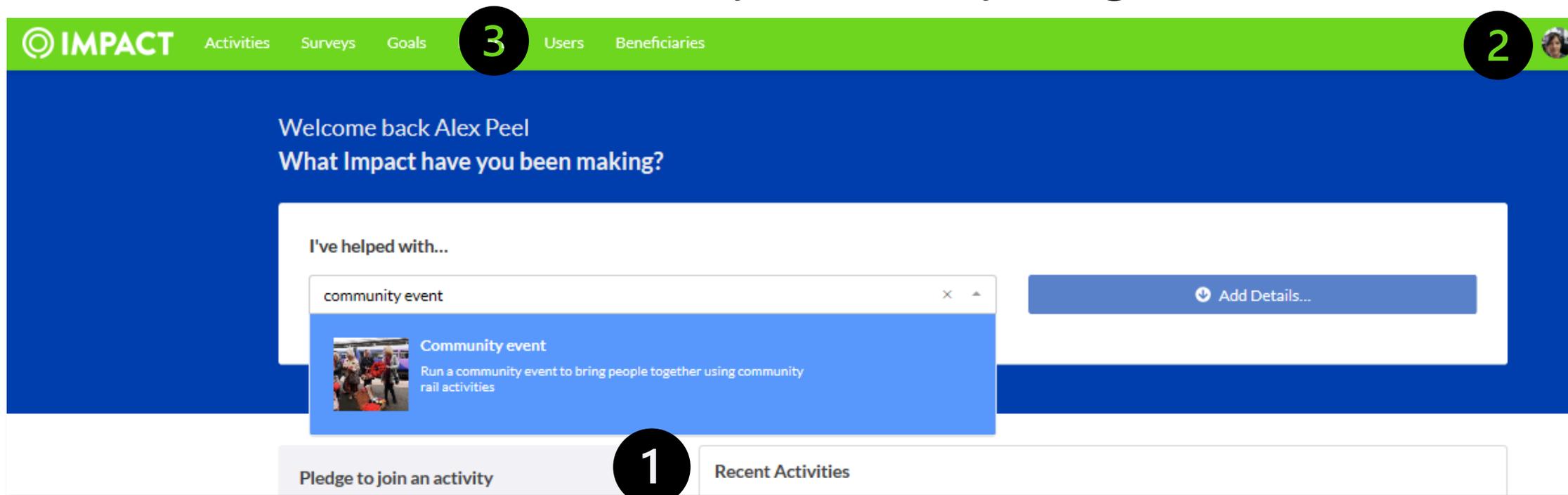
Finding activities from the Activities menu



A screenshot of the IMPACT web application interface. The top navigation bar is green and contains the IMPACT logo, a menu with "Activities" (highlighted by a pink arrow), "Surveys", "Goals", "Reports", "Users", and "Beneficiaries", a settings gear, a user profile, the Community Rail Network logo, and a "Guidance" button. Below the navigation bar, the "Activities" section has a search bar containing the word "station" and a magnifying glass icon. To the right of the search bar are buttons for "Featured Activities" and "+ Add Activity". The main content area displays three featured activity cards: "Gardening on the station and surrounding area", "Keeping the station tidy", and "Community project (on-going) at the station". To the right of these cards is a "Categories" section with five expandable items: "Providing a voice for the community", "Promoting sustainable, healthy and accessible travel", "Bringing communities together and supporting diversity and inclusion", "Supporting Social and Economic Development", and "Organisation Development and Governance".

- Use keywords to find what you're looking for e.g. meeting
- On the activities page, shown here, scroll through the pages (numbers found at the bottom of the page) to see what is available

Where can I find my activity logs?



The screenshot shows the IMPACT user interface. At the top, there is a green navigation bar with the IMPACT logo and menu items: Activities, Surveys, Goals, Users, and Beneficiaries. A circular callout with the number '3' is positioned over the 'Users' menu item. On the right side of the green bar, there is a user profile picture and a circular callout with the number '2'. Below the navigation bar, the main content area has a blue header with the text 'Welcome back Alex Peel' and 'What Impact have you been making?'. Underneath, there is a white box titled 'I've helped with...' containing a search input field with 'community event' and a dropdown menu showing a search result for 'Community event' with a description: 'Run a community event to bring people together using community rail activities'. To the right of this box is a blue button labeled 'Add Details...'. At the bottom of the page, there are two buttons: 'Pledge to join an activity' and 'Recent Activities'. A circular callout with the number '1' is positioned over the 'Recent Activities' button.

1. Once you've logged activities they will appear in your Recent Activities feed on the Home page
2. Click on your profile picture or avatar, first in the top bar and then in the drop down menu next to your name – this will list all of your activities
3. Click on users and search for your name

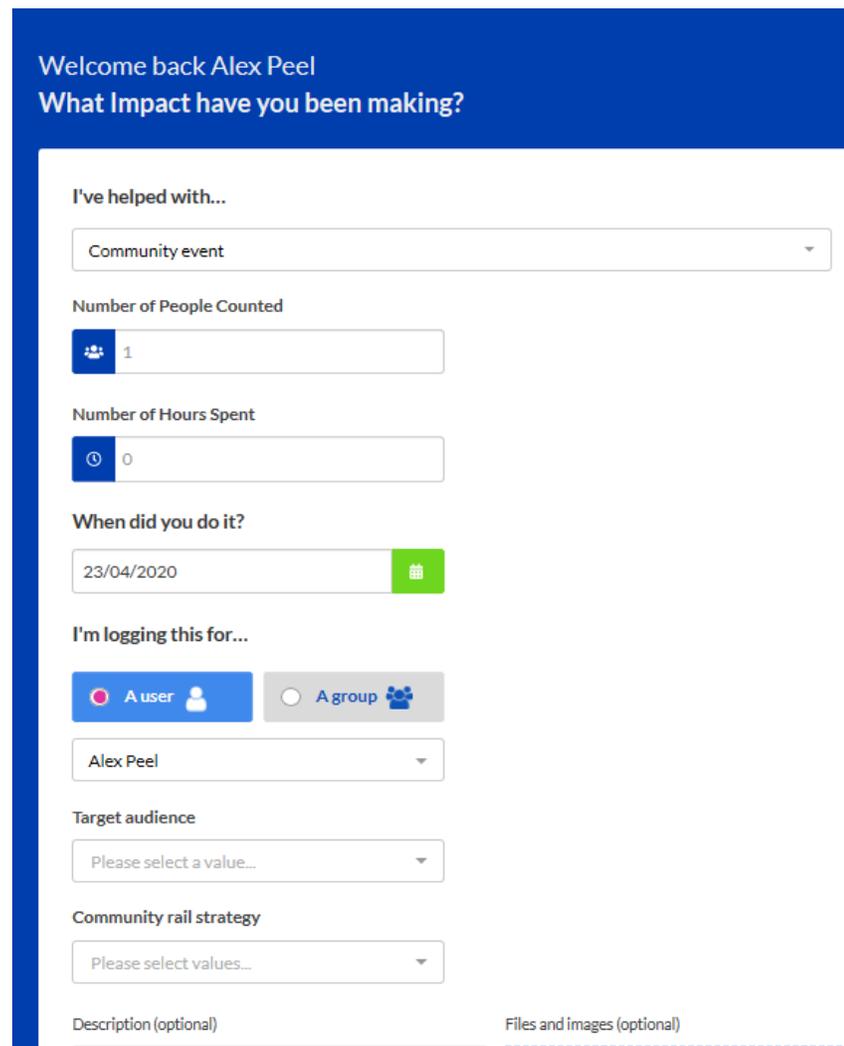
The activity log screen gives options for recording data.

You do not have to use all of the recording boxes – just record what you want to record. You may have to enter ‘0’ if you don’t want to record in the first box.

You can log your own activity or you can log on behalf of your group



Some activities can be tagged to make reporting easier e.g. add a target audience, if appropriate, or choose which pillar of the rail strategy this activity falls under



Welcome back Alex Peel
What Impact have you been making?

I've helped with...
Community event

Number of People Counted
1

Number of Hours Spent
0

When did you do it?
23/04/2020

I'm logging this for...
 A user A group
Alex Peel

Target audience
Please select a value...

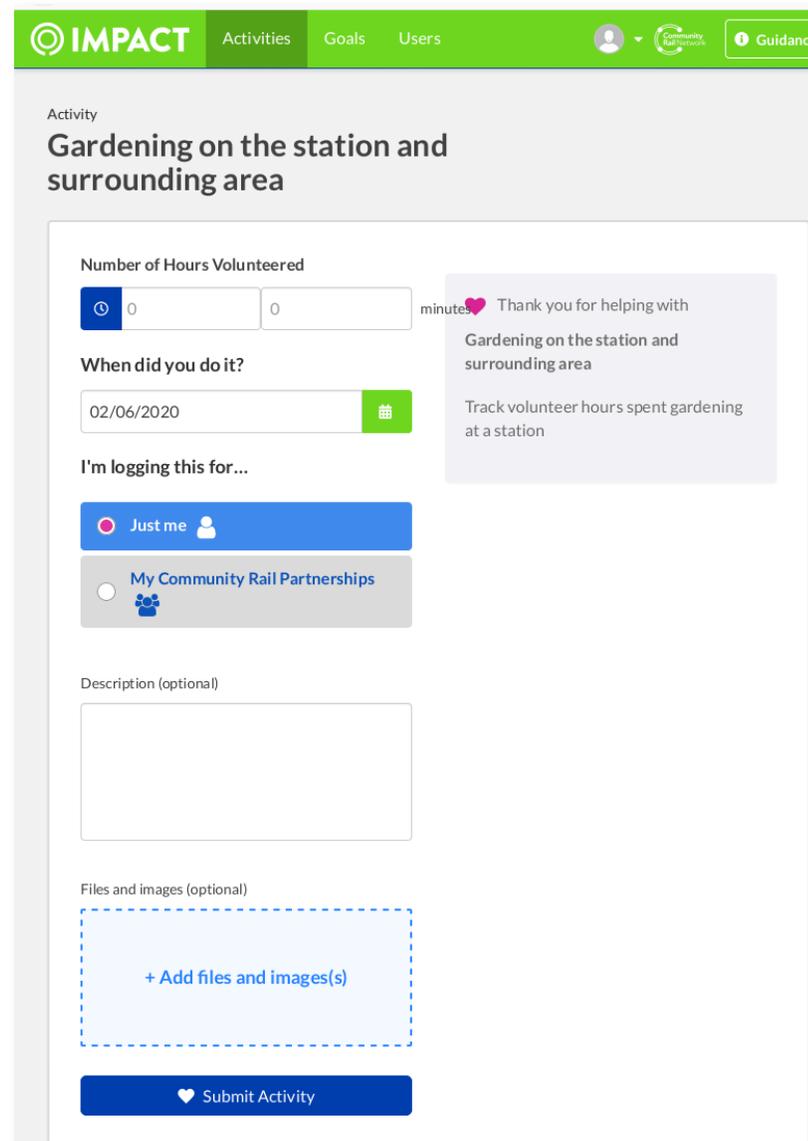
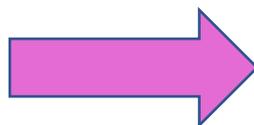
Community rail strategy
Please select values...

Description (optional) Files and images (optional)

If you log under your own name you can edit and delete this record. These logs are still attached to your group.

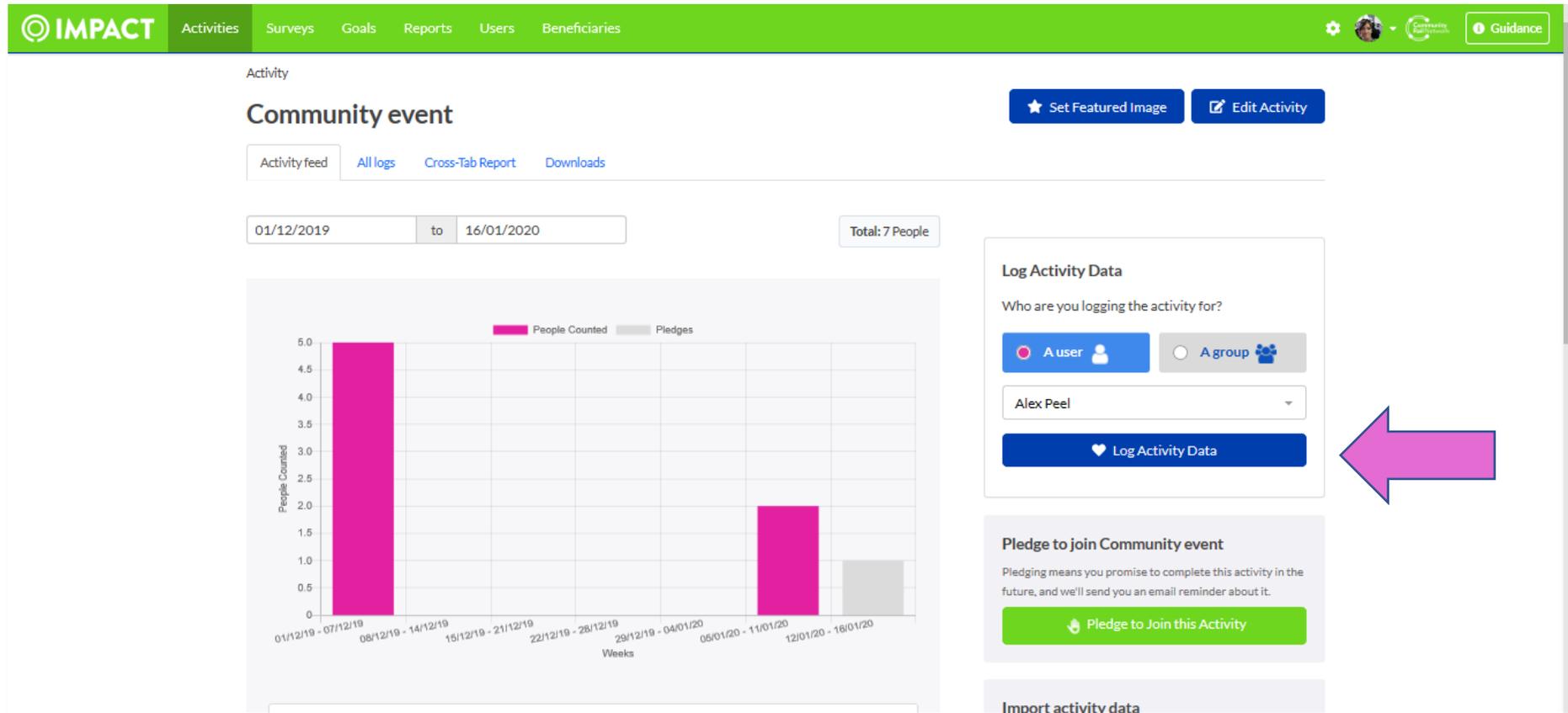
If you log under your organisation you will need to ask for admin help to edit and delete logs.

We suggest you have a discussion about how you record activity within your group/organisation. It may be helpful to use 'just me' if you are logging your own activity and your group name if you are logging a total for yourself and others.



The screenshot shows the IMPACT web application interface. At the top, there is a green navigation bar with the IMPACT logo and menu items: Activities, Goals, Users, and Guidance. Below the navigation bar, the page title is 'Activity' and the main heading is 'Gardening on the station and surrounding area'. The form contains several sections: 'Number of Hours Volunteered' with two input fields (one with a clock icon) and a 'minutes' label; 'When did you do it?' with a date input field showing '02/06/2020' and a calendar icon; 'I'm logging this for...' with two radio button options: 'Just me' (selected) and 'My Community Rail Partnerships'; 'Description (optional)' with a text area; and 'Files and images (optional)' with a dashed box containing '+ Add files and images(s)'. A blue 'Submit Activity' button is at the bottom. A grey callout box on the right says 'Thank you for helping with Gardening on the station and surrounding area. Track volunteer hours spent gardening at a station.'

Summary of activities



If you type 'community event' into the search bar on the Activities tab (top bar menu) then you'll get to this summary screen first. This will show anything you or your organisation has already logged against this activity. You can log activity on the right hand side by choosing who you're logging for and clicking 'Log Activity Data.'

Activity Reports



The screenshot shows the IMPACT web interface. The top navigation bar includes 'IMPACT', 'Activities', 'Surveys', 'Goals', 'Reports', 'Users', and 'Beneficiaries'. The main content area is titled 'Activity' and 'Community event'. There are buttons for 'Set Featured Image' and 'Edit Activity'. Below these are tabs for 'Activity feed', 'All logs', 'Cross-Tab Report', and 'Downloads'. A pink arrow points to the 'Downloads' tab. A date range selector shows '01/12/2019 to 16/01/2020' with a 'Total: 7 People' indicator. A bar chart displays 'People Counted' (pink bars) and 'Pledges' (grey bars) over time. The chart shows 5 people counted in the first week (01/12/19 - 07/12/19) and 2 people counted in the second week (12/01/20 - 18/01/20). There is 1 pledge in the second week. On the right, there is a 'Log Activity Data' section with options for 'A user' (selected) and 'A group', a dropdown menu showing 'Alex Peel', and a 'Log Activity Data' button. Below that is a 'Pledge to join Community event' section with a 'Pledge to Join this Activity' button. At the bottom, there is an 'Import activity data' button.

If you have Reporter status you will be able to generate a report about your activity. This will capture the data and any descriptive text you have added to your logs. Click the download tab (see the pink arrow above) and then click 'Generate Report.' Download a guidance sheet on activity reports from our [Impact webpage](#)

Your group's activity

The screenshot displays the IMPACT system interface for a group named 'Friends of Anytown Station'. The top navigation bar includes 'IMPACT', 'Activities', 'Goals', and 'Users'. The group's profile picture and name are shown, along with a '1st place' badge. Below this, the 'Members' section lists two members: Sally Ann Walton (2 logs) and Richard Lester (2 logs). The 'Friends of Anytown Station's activity' section shows a list of activities:

- Friends of Anytown Station Volunteered for 1 hour (1 Hour) on 06/10/20
Gardening on the station and surrounding area - Logged 6 days ago
- Friends of Anytown Station Spent for 1 hour (1 Hour) on 21/04/20
Keeping the station tidy - Logged 5 months ago
0 Reports
- Friends of Anytown Station Involved 20 People on 03/02/20

To see an overview of your group's activity click on the User tab on the top menu and then click the Groups tab.

Choose the name of your organisation and the page shown left will be displayed.

You can choose to look at the activity logged by individual members by clicking on their name or you can see the list of activities logged against the group name.

Community Rail Strategy



A screenshot of the IMPACT website interface. The top navigation bar is green and contains the IMPACT logo, menu items (Activities, Surveys, Goals, Reports, Users, Beneficiaries), a settings gear, a user profile, the Community Rail Network logo, and a Guidance button. The main content area displays six activity cards in a 2x3 grid. The top row includes: 1) "Gardening on the station and surrounding area" with a photo of people gardening; 2) "Keeping the station tidy" with a photo of a station entrance and a "WELCOME TO LARGS" sign; 3) "Co-ordinate volunteers for community rail activ..." with a photo of volunteers in orange vests. The bottom row includes: 4) a photo of people with a red wreath; 5) a photo of volunteers in orange vests; 6) a photo of a group of people in front of a colorful "GOING FORWARD" banner. On the right side, there is a "Categories" sidebar with a list of activity categories, each with a plus or minus sign and a checkbox. The categories are: "Providing a voice for the community" (+), "Promoting sustainable, healthy and accessible travel" (+), "Bringing communities together and supporting diversity and inclusion" (-), "Running community events, celebration etc that bring people together" (checked), "Community-led arts, heritage or environmental projects that bring people together" (checked), and "Enhancements to stations and their surroundings linked to local identity" (checked).

The categories on the right hand side list activities under the most relevant pillar of the DfT's community rail strategy.

- Click on the plus sign to show everything under that category
- Untick any boxes to refine your search further
- General activities can be found in the 'Organisation Development and Governance' category
- Some activities fall under several pillars – they are placed under the most obvious pillar for the purpose of this search

Surveys

Users can create and edit their own surveys through Impact and generate a link to send out in an email, via social media or place on a website to the wider public.

The survey function can also be used to create forms for recording different kinds of information

Contact impact@communityrail.org.uk if you want to help to access this feature or read our [guidance sheet](#)

How useful did you find today's session?

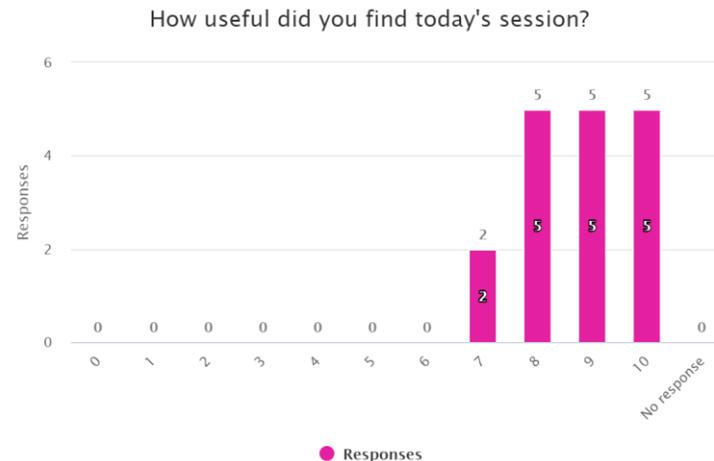
0	1	2	3	4	5	6	7	8	9	10
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Not very useful Extremely useful

[+ Add new survey](#)

- Text
- Long Text
- Email
- Label
- Numeric
- Date
- Time
- Postcode
- Single Checkbox
- Checkboxes
- Drop down
- Multiple choice (Radio buttons)
- Multiple choice grid**
- Linear Scale
- Thermometer EQ5D
- Wellbeing Scale

15 question types to choose from



Responses can be downloaded as a spreadsheet or as graphs, charts and wordclouds



Customise Impact

Are the things you want to track/record/evidence on Impact?

If not let us know what you want to record and we can create a bespoke activity log that only your group can see.

We can also remove other activities from view so that you only see what you need

Contact impact@communityrail.org.uk with your requirements

Help and Support

- Impact is supported by the Training and Development team at Community Rail Network. Our email address is impact@communityrail.org.uk
- Contact us if you'd like help with using the platform or with ideas for development. We can run an online demo for your group or chat through ideas.
- We're all learning as we go along so we'll share ideas and develop guidance to meet your needs. Let us know what you need.



Understanding outcomes



This guide outlines why outcomes are helpful and important to those involved in station adoption and community rail.

It offers advice on identifying outcomes and using them to plan, monitor progress, involve more people and partners, and attract funding, helping activities to be as impactful, inclusive and successful as possible.

This guide has some useful tips which may help you think about your approach to using Impact. The Impact platform could help you to collect evidence and monitor progress towards achieving your outcomes.

<https://communityrail.org.uk/wp-content/uploads/2021/02/Outcomes-guidance-final-for-web.pdf>

